

CROSS' MILLS PUBLIC LIBRARY

LONG RANGE PLAN 1998-2003

(A) STATEMENT OF COMMUNITY NEEDS

The composition of the community of Charlestown varies constantly, with a winter resident population of approximately 6,600; a summer resident group consisting of 3,000; and an unpredictable number of summer visitors. The total number of residents and summer visitors goes up and down, just as the proportion of minor, minority, senior, handicapped, needy, and high-income library users changes from year to year. These varying constituencies need a variety of library services. Providing these services has been a key part of the CMPL program since 1913. The needs vary from casual reading to scholarly research, and from pre-school story hour to surfing the world-wide web. The community needs access to materials, information, and activities that will delight, educate, and enrich the lives of all library patrons.

Community needs will change as the number of library users continues to grow and new issues and concerns surface in this age of the virtual library. Identifying the shifting needs will require renewed energy from the board of trustees and from the staff. Above all, the community needs improved and expanded services to keep up with the rapidly evolving information age.

FUNDING:

GOAL: TO INCREASE REVENUE FROM STATE, TOWN, GRANTS AND GIFTS

Objectives:

- Publish a clear and consistent case for increasing public dollars.
- Identify new grant sources.
- Encourage more active library support by trustees, volunteers, and the public.
- Broaden the network of library supporters.
- Create a planned giving program.

PATRONAGE:

GOAL: TO INCREASE AND DIVERSIFY PARTICIPATION IN LIBRARY ACTIVITIES BY CARD-HOLDERS AND VISITORS

Objectives:

- Champion library services to as wide an audience as possible through cooperation in community programs, projects and events.
- Expand community awareness of library programs.
- Publicize the library's services through distribution of weekly news releases, posters, and calendars of activities and hours.
- Maintain a web-site presence on the internet.

FACILITIES:

GOAL: TO MAINTAIN AND IMPROVE PHYSICAL FACILITIES TO SAFELY AND EFFICIENTLY SERVE THE PUBLIC AND HOUSE THE COLLECTION

Objectives:

Establish a building maintenance schedule for regular care and preventive maintenance.

Establish a facilities and improvements plan to identify and prioritize projected equipment purchases and replacement and building improvements.

COLLECTION/SERVICES:

GOAL: TO MATCH SERVICES AND THE COLLECTION TO THE NEEDS OF OUR DIVERSE COMMUNITY

Objectives:

Generate a definition of the nature of services and collection that will best meet those needs (work process to begin in January 1999 and to be completed by June 1999).

To expand services using all appropriate media.

To establish an acquisitions plan to reach our desired collection.

CULTURE:

GOAL: TO SERVE AS A CULTURAL CENTER FOR OUR COMMUNITY

Objectives:

Provide programs and exhibits in the arts.

Develop a permanent collection of visual arts and other materials.

Offer lectures and discussion groups on various topics.

CONTINUING EDUCATION:

GOAL: TO ENSURE THAT STAFF AND VOLUNTEERS HAVE THE SKILLS NECESSARY TO EFFECTIVELY SERVE OUR PATRONS

Objectives:

Increase budgeting for continuing education for staff.

Increase familiarity with CLAN on-line procedures on the part of the staff, trustees and the public through regularly scheduled training sessions.

Conduct volunteer training on site and on a regular basis.

Provide satisfactory recognitions and rewards for skills acquired.

PLAN FOR EVALUATION:

- The staff will provide data for review by the Director/Librarian, who will monitor progress toward the meeting of the objectives;

The Director/Librarian will report progress toward, or problems with, the meeting of the objectives, as requested by the trustees; and

- The trustees will evaluate the extent to which the objectives are being met, and the extent to which the meeting of objectives contributes toward the realization of the goals.